

WHAT IS CLAIMED IS:

1. An absorbent article which defines a front waist region, a rear waist region, and a crotch region which interconnects said front and rear waist regions, said absorbent article comprising:
 - a) a vapor permeable backsheet;
 - b) a liquid pervious topsheet which is positioned in facing relation with said backsheet;
 - c) an absorbent core located between said backsheet and said topsheet; and
 - d) a skin care composition on at least a portion of a wearer-contacting surface of said absorbent article which comprises from about 10 to about 95 weight percent of an emollient, from about 5 to about 95 weight percent of a wax, and from about 0.1 to about 25 weight percent of a rheological agent selected from the group consisting of poly- α -olefins, polyethylene, castor oil derivatives, alkyl galactomannan, polyethylene and vinyl acetate copolymers, fumed silicas, zinc stearate, cetyl hydroxy ethyl cellulose and other modified celluloses, and mixtures thereof.
2. The absorbent article of claim 1 wherein said emollient is selected from the group consisting of petrolatum, mineral oil, sucrose ester fatty acids, polyethylene glycol and derivatives, fatty acid esters, alkyl ethoxylates, fatty acid ester ethoxylates, polysiloxanes, propylene glycol and derivatives, glycerin and derivatives, triethylene glycol and derivatives, fatty acids, fatty alcohol ethers, propoxylated fatty alcohols, fatty esters of polyhydroxy alcohols, lanolin and derivatives, kaolin and derivatives, and mixtures thereof.
3. The absorbent article of claim 1 wherein said emollient is a petroleum-based emollient.
4. The absorbent article of claim 1 wherein said immobilizing agent is a wax selected from the group consisting of carnauba, ozokerite, beeswax, candelilla, paraffin, ceresin, esparto, ouricuri, rezowax, isoparaffin, other mined and mineral waxes, and mixtures thereof.